

IN THE CLAIMS

Claims 1-16 (Canceled).

17. (Currently Amended) A computer accessible medium ~~data delivery mechanism~~ having represented therein:

a plurality of segments of a program; ~~and~~
interlaced between the segments of the program, a plurality of info segment pointers ~~each providing to provide~~ access to an info segment which is external to the data delivery mechanism and which includes; and

an info segment, separate from said pointer, to be retrieved by a computer accessing said medium and in response to the detection of said pointer by said computer, said info segment including,

a content identifier to associate ~~asocciating~~ the info segment with the program, and

a plurality of entries, each entry specifying,
an interruption point to identify a location in said content to insert an advertisement ~~at which play of the program should be interrupted and a commercial should be played,~~ and

one or more conditions controlling the interruption.

18. (Currently Amended) The computer accessible medium ~~data delivery mechanism~~ of claim 17 wherein the one or more conditions comprise:

whether a user can override insertion of ~~the~~ a commercial;
whether a particular type of commercial is allowed to be played at the interruption point; and

whether ~~the~~ a commercial can be skipped by virtue of a financial payment.

19. (Currently Amended) A computer accessible medium ~~data delivery mechanism~~ having represented therein an electronic programming guide comprising:

a plurality of program identifications within said electronic programming guide;
and

a plurality of info segments, each info segment including,
a program identification to associate ~~associating~~ the info segment with a
predetermined one of the plurality of program identifications in said guide, and
a plurality of interruption point specifiers to identify a location in a ~~which~~
~~indicate points at which, during play of a predetermined~~ program identified by the predetermined
one of the plurality of program identifications, to insert ~~play of the program should be interrupted~~
~~for play of an advertisement.~~

20. (Currently Amended) The computer accessible medium ~~data delivery mechanism~~
of claim 19 wherein:

at least one of the info segments represented therein further includes a maximum
interruption length specifier;

at least one of the info segments represented therein further includes a permitted
ad type specifier;

at least one of the info segments represented therein further includes a prohibited
ad type specifier; and

at least one of the info segments represented therein further includes an ad lock
specifier.

21. (New) A system comprising:

a receiver to receive content and an info segment including an interruption point
specifier which identifies a location in said content to insert an advertisement;

a cache coupled to said receiver to store said content and said info segment; and

an interface, in said receiver, to find the location in said content, identified by said
info segment, to insert an advertisement.

22. (New) The system of claim 21 wherein said receiver is a television receiver.

23. (New) The system of claim 21 wherein said receiver to receive an info segment including a content identifier to associate the info segment with a content item while stored in said cache.

24. (New) The system of claim 23 wherein said interface to find a content item identified by said content identifier while stored in said cache and to find the location, identified by said interruption point specifier, in the cached content to insert an advertisement.

25. (New) The system of claim 21 wherein said receiver to receive an info segment including a maximum interruption length specifier to indicate a maximum duration of play of an advertisement, after which play of a content item should be resumed even if the advertisement has not completely played.

26. (New) The system of claim 21 wherein said receiver to receive an info segment including a resume indicator, to enable a user to override play of an advertisement.

27. (New) The system of claim 21 wherein said receiver to receive an info segment including an ad type specifier to prevent an advertisement from interrupting a content item if the advertisement meets a predetermined criterion.

28. (New) The system of claim 21 wherein said receiver to receive an info segment including an ad lock specifier to permit an advertisement to be skipped if a predetermined criterion is met.

29. (New) A method comprising:
receiving, on a receiver, and storing, in a cache coupled to said receiver, content and an info segment including a content identifier to associate said info segment with a content item and an interrupt point specifier to identify a location in said content to insert an advertisement; and

associating said info segment and said content identified by said content identifier while said content is stored in said cache.

30. (New) The method of claim 29 including identifying, by an info segment including a maximum length specifier, a maximum duration of a play of an advertisement, after which play of a content item should be resumed even if the advertisement has not completed play.

31. (New) The method of claim 29 including overriding play of an advertisement by enabling an info segment resume indicator.

32. (New) The method of claim 29 including preventing an advertisement from interrupting play of a content item according to an info segment ad type specifier, if the advertisement meets a predetermined criteria.

33. (New) The method of claim 29 including permitting play of an advertisement to be skipped according to an info segment ad lock specifier, if a predetermined criteria is met.

34. (New) The method of claim 33 including requiring play of an advertisement if said content is not owned by a user of the receiver and skipping said advertisement if said content was purchased by said user.

35. (New) The method of claim 29 including identifying a location in said content to insert an advertisement based on a play specific factor.

36. (New) The method of claim 35 including finding a place to insert an advertisement in said content only if said content is selected for play less than a predetermined number of times.